

ANNOUNCING

[NEW] HHS Launches New Campaign to Encourage Adoption of Children from Foster Care

WHO: Potential adoptive parents, faith and community leaders involved with adoption, and adoption organizations.

WHAT: The new ad campaign is part of HHS' five-year, multi-faceted initiative called The Collaboration to AdoptUSKids, focused on recruiting new families for the more than 129,000 children in foster care waiting to be adopted. The PSAs will highlight the adoption of older children (ages 8-17), who comprise 53 percent of children in foster care who are in need of permanent homes. Of that number, 44 percent are African American. "All children need loving families," Secretary Thompson said. "Every time a waiting child finds a supportive, permanent home, it helps not only the child, but the family as well. Our nation has a responsibility to ensure that all children find a permanent home that provides the support they need to realize their full potential." Secretary Thompson said the new PSA campaign, "Answering the Call: A National Campaign to Encourage Adoption of Children from Foster Care," will educate adults about the adoption process and available assistance.

CONTACT: Please visit www.AdoptUSKids.org or [000000001B95D4EA1F7A1D4680FB2EB33E154E110700F5D1524D29729D479E39F371157D268E00000501DDB80000F5D1524D29729D479E39F371157D268E00000501E9B80000/www.AdoptUSKids.org](http://www.AdoptUSKids.org), or **call toll-free at 1-888-200-4005.**